

CONTENTS

<i>Acknowledgements</i>	<i>i</i>
<i>Preface</i>	<i>ii</i>
<i>Introduction</i>	<i>iv</i>
Section 1: Building the Foundation	1
1. Personal Assessment	5
2. The Business Plan	11
3. Making Business Decisions	21
Section 2: Attracting Customers	31
4. Getting to Know Your Customers & the Market	35
5. Elements of a Marketing Plan	45
6. Promotion and Selling	57
Section 3: Doing it Right	67
7. Formalizing Your Business	71
8. Protecting Your Business From Risks	85
9. Tax Responsibilities	95
Section 4: Money, Money, Money	105
10. Show Me the Money	109
11. The United States Credit System	117
12. Asking for Money	125
Section 5: Keeping Track of Your Money	133
13. Basics of Bookkeeping	137
14. Financial Statements	147
15. Projecting Your Financial Future	153
16. Managing Your Cash	159
Section 6: Dealing with the Day-to-Day	169
17. Your Employees and the Law	173
18. Managing For Success	183
19. Operating Your Business	191
Conclusion	205
Business Plan Template	207
Sample Business Plan	223
Business Start-up Checklist	237
Additional Resources	239

Glossary251

End Notes257

Bibliography261